K-Love radio serves me as a resident in my community by providing positive and encouraging words and music that are safe for the whole family to hear. The effects of losing K-Love would be detremental to our community as we would have no other means of mass communication of the positive messages and songs heard on K-Love. K-Love's service to our community directly impacts all levels of society and age groups with news, area events, and help services available free to the public.